

ORDER



Orders
Order / Rev: 696345 - 4
Alt Order #: 06212978
Product Desc: NELSON FOR SENATE
Estimate: 487
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 06/28/12 / 09/13/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Abar Hutton Media/ POL
Buying Contact: Shelli Hutton
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	30	\$16,825.00	\$14,301.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$16,825.00	\$14,301.25	0.00
Totals	30	\$16,825.00	\$14,301.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTSP-TV	25%	\$16,825.00
Market	100%	\$67,300.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$16,825.00
WFTS	19%	\$12,787.00
WMOR	2%	\$1,346.00
WTOG	1%	\$673.00
WTTA	0%	\$0.00
WTVT	28%	\$18,844.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/12/12	09/14/12	CBS This Morning	CM	7-9a	--WTF--	:30	3	\$125.00	P-4	0.00	NM	3	\$375.00
				CBS This Morning		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$125.00		0.00			
2	WTSP	09/14/12	09/14/12	M-F 12-1230p	CM	12-1230p	----F--	:30	1	\$325.00	P-4	0.00	NM	1	\$325.00
				10 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Estimate: 487

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	09/14/12	09/14/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	----F--	:30	1	\$325.00	P-4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$325.00		0.00				
3	WTSP	09/12/12	09/14/12	Y&R Young and the Restless	CM	1230-130p	--W-F--	:30	2	\$425.00	P-4	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W-F--		2			\$425.00		0.00				
4	WTSP	09/13/12	09/13/12	B&B Bold and Beautiful	CM	130-2p	---T---	:30	1	\$425.00	P-4	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---		1			\$425.00		0.00				
5	WTSP	09/13/12	09/13/12	M-F 4-5p Dr. Phil	CM	4-5p	---T---	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---		1			\$300.00		0.00				
6	WTSP	09/13/12	09/13/12	M-F 5-530p 5-530p 10 News	CM	5-530p	---T---	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---		1			\$200.00		0.00				
7	WTSP	09/12/12	09/14/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--W-F--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W-F--		2			\$250.00		0.00				
8	WTSP	09/12/12	09/12/12	7-730p 10 News, 7pm M-F	CM	7-730p	--W----	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----		1			\$300.00		0.00				
9	WTSP	09/13/12	09/14/12	730-8p Inside Edition	CM	730-8p	---TF--	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---TF--		2			\$300.00		0.00				
10	WTSP	09/12/12	09/14/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--W-F--	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W-F--		2			\$750.00		0.00				
11	WTSP	09/16/12	09/16/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S		1			\$600.00		0.00				
12	WTSP	09/13/12	09/13/12	Letterman Late Night with David Letterman	CM	1135p-1237a	---T---	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---		1			\$300.00		0.00				
13	WTSP	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S		1			\$400.00		0.00				
14	WTSP	09/16/12	09/16/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$200.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S		1			\$200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	09/10/12-09/16/12		Sun 630-7p		Sun 630-7p	-----Su	:30		(\$200.00)		0.00	NM		
Credited [MG 23]															
15	WTSP	09/17/12	09/17/12	Mon Prime B 2 Broke Girls	CM	Mon 9-10p	M-----	:30	1	\$5,500.00	P-4	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WTSP	09/17/12	09/17/12	Mon Prime B 2 Broke Girls	CM	Mon 9-10p	M- - - - -	:30	1	\$5,500.00	P-4	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$5,500.00		0.00				
18	WTSP	09/17/12	09/17/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M- - - - -	:30	1	\$450.00	P-4	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$450.00		0.00				
19	WTSP	09/17/12	09/17/12	M-F 4-5p Dr. Phil	CM	4-5p	M- - - - -	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$400.00		0.00				
20	WTSP	09/17/12	09/17/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M- - - - -	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$500.00		0.00				
21	WTSP	09/17/12	09/17/12	7-730p Wheel of Fortune	CM	7-730p	M- - - - -	:30	1	\$1,300.00	P-4	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$1,300.00		0.00				
22	WTSP	09/17/12	09/17/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M- - - - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$1,000.00		0.00				
E 23	WTSP	09/14/12	09/14/12	M-F 5-530p 5-530p 10 News	CM	5-530p	- - - - F - -	:30	1	\$200.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - - F - -		1			\$200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WTSP	09/10/12-09/16/12	M-F 5-530p		5-530p	- - - - F - -	:30	(\$200.00)	0.00	NM				
	Credited [move to 7a 9/17]														
24	WTSP	09/12/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	- - WTF - -	:30	2	\$125.00	P-4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - WTF - -		2			\$125.00		0.00				
25	WTSP	09/12/12	09/14/12	M-F 4-5p Dr. Phil	CM	4-5p	- - WTF - -	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - WTF - -		1			\$300.00		0.00				
26	WTSP	09/13/12	09/13/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- - - T - - -	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - T - - -		1			\$250.00		0.00				
N27	WTSP	09/17/12	09/17/12	CBS This Morning CBS This Morning	CM	7-9a	M- - - - -	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$200.00		0.00				
													Totals	30	\$16,825.00